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"Do not abbreviate anything-initials may be used in informal invitations and acceptances, but, in the formal, "H. E. Jones" invariably has to become "Horatio Etherington Jones." "No one can go far wrong in writing any sort of letter if first the trouble be taken to set out the exact object of the letter. A letter always has an object-otherwise why write it? But somehow, and particularly in the dictated letter, the object frequently gets lost in the words. A handwritten letter is not so apt to be wordy-it is too much trouble to write. But a man dictating may, especially if he be interrupted by telephone calls, ramble all around what he wants to say and in the end have used two pages for what ought to have been said in three lines. On the other hand, letters may be so brief as to produce an impression of abrupt discourtesy. It is a rare writer who can say all that need be said in one line and not seem rude. But it can be done. "The single purpose of a letter is to convey thought. That thought may have to do with facts, and the further purpose may be to have the thought produce action. But plainly the action depends solely upon how well

the thought is transferred. Words as used in a letter are vehicles for thought, but every word is not a vehicle for thought, because it may not be the kind of word that goes to the place where you want your thought to go; or, to put it another way, there is a wide variation in the understanding of words. The average American vocabulary is quite limited, and where an exactly phrased letter might completely convey an exact thought to a person of education, that same letter might be meaningless to a person who understands but few words. Therefore, it is fatal in general letter writing to venture into unusual words or to go much beyond the vocabulary of, say, a grammar school graduate. Statistics show that the ordinary adult in the United States-that is, the great American public-has either no high school education or less than a year of it. You can assume in writing to a man whom you do not know and about whom you have no information that he has only a grammar school education and that in using other than commonplace words you run a double danger-first, that he will not know what you are talking about or will misinterpret it; and second, that he will think you are trying to be highfalutin and will resent your possibly quite innocent parade of language."

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correspondence. The guide is filled with instructions on drafting business and social letters. This handbook - for anyone who needs to write English correspondence for an international business audience - integrates the theory and controversies of intercultural communication with the practical skills of writing and editing English for those who read it as a second language. If you write emails and letters as part of your work, then this book is for you. By applying the suggested guidelines, you will stand a much greater chance of getting the desired reply to your emails in the shortest time possible. Some of the key guidelines covered include: Write meaningful subject lines - otherwise recipients may not even open your mail. Always put the most important point in the first line - otherwise the reader may not read it. Be concise and only mention what is truly relevant. Write the minimum amount possible - you will also make fewer mistakes! Be a little too formal than too informal - you don't want to offend anyone. If you have two long important things to say, say them in separate emails. Give clear instructions and reasonable deadlines. If you need people to cooperate with you, it is essential to highlight the benefits for them of cooperating with you. Empathize with your recipient's busy workload. Never translate typical phrases literally - learn equivalent phrases. The book concludes with a chapter of useful phrases. There is also a brief introduction for trainers on how to teach Business / Commercial English. Business Letters Made Simple is a unique, contemporary, practical guide for today's business letter writers. This helpful handbook contains over

150 sample letters designed so that they can be easily adapted for your own use. There are client letters, sales letters, credit and collection letters, letters to employees, to the media, to financial institutions, letters about services and products, letters about employment, letters of congratulation or condolence, and more. Each type of business letter is explained and demonstrated, including how to communicate effectively with overseas business correspondents. Handy tips on how to write each kind of letter appear throughout the text. A multilingual glossary of commercial expressions for anyone needing to write or understand business communication in English, French, German, Spanish and Italian.

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